

# JA International Trade Workshop

## Entrepreneurship

### Get a once in a lifetime opportunity to:

- Learn international trade concepts with seasoned business executives
- Present the market entry strategy plan to the 'who's who' in the Hong Kong business community
- Represent Hong Kong in the FedEx Express /JA International Trade Challenge Asia Pacific Final

Success in 21st century business requires a global knowledge and mindset. The JA International Trade Workshop provides a unique opportunity for students to learn about international trade and gain hands-on experience through both local and international competitions.

### Program Highlights

The JA International Trade Workshop is a half-day workshop where students will learn to develop market entry strategy plans under the guidance of business volunteers. Workshop participants can proceed to compete in the Hong Kong International Trade Challenge in July. Up to 3 student teams (6 representatives) will be selected to represent Hong Kong in the FedEx Express/JA International Trade Challenge held annually in Asia Pacific in August.



### Details

<b>Target</b>	Form 4 to Form 6 students
<b>Participants:</b>	
<b>Program Length:</b>	4 Hours (OLE Learning Time)
<b>Date:</b>	5 May 2018 (Sat)
<b>Time:</b>	1:30pm-5:30pm
<b>Language:</b>	Cantonese and English
<b>Venue:</b>	HKMA David Li Kwok Po College
<b>Address:</b>	8 Hoi Wang Road, Mongkok (West), Kowloon

### Student Takeaways

- Key market entry concepts, including market research, positioning, pricing, marketing and sales channels, market entry options and financial analysis
- Entrepreneurship learning
- Communication and presentation skills
- Peer-to-peer learning from students in Hong Kong and in Asia Pacific
- Certificate will be presented upon completion



*“We have learnt from the strengths of other Asia Pacific teams in terms of their knowhow in using technology for multi-media presentations, and their presentation skills in targeting the needs of the audience. The experience has encouraged us to keep improving ourselves.”*

*– ITC Student*

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